IN THE CLAIMS

Please amend the claims as follows:

- 1. (Currently Amended) A method for determining an address of an entity based on a user location, comprising:
- a) receiving an utterance representative of an entity from a user;
- b) recognizing the entity associated with the utterance using a speech recognition process;
- e) determining a location associated with <u>a</u> the user; receiving input associated with an entity from the user;

proximity to the location associated with the user;

- d) performing a querying to identify a plurality of locations of the entity; and
- e) ascertaining which of the identified locations of the entity are in proximity to the location associated with of the user;
 wherein the user is informed about the locations of the entity ascertained to be in

wherein the user is informed audibly via a speech recognition portal about the locations of the entity ascertained to be in proximity to the location of the user; wherein the user is informed of at least one address associated with at least one of the locations of the entity ascertained to be in proximity to the location associated with the user;

wherein the user is permitted to select the location associated with the user from a set of locations associated with the user.

- 2. (Cancelled)
- 3. (Cancelled)

- 4. (Cancelled)
- 5. (Original) The method of claim 1, wherein the location of the user is the current location of the user.
- 6. (Currently Amended) The method of claim 1, wherein the <u>input associated with</u> utterances representative of the entity includes <u>input utterances</u> representative of criteria of the user, and wherein the locations with of the entity ascertained to be in proximity to the location of the user satisfy the criteria of the user.
- 7. (Currently Amended) The method of claim 6, wherein the criteria of the user include at least one of: a location associated with of the entity currently holding a sale and a currently open location associated with of the entity.
- 8. (Currently Amended) The method of claim 1, wherein directions from the location associated with the user to at least one of the identified locations associated with of the entity ascertained to be in proximity to the location of the user are generated and delivered to the user.
- 9. (Cancelled)
- 10. (Currently Amended) The method of claim 1, further comprising facilitating communication between the user and at least one of the locations associated with of the entity ascertained to be in proximity to the location of the user.
- 11. (Original) The method of claim 1, further comprising offering promotions to the user.
- 12. (Original) The method of claim 11, wherein the promotions offered to the user are associated with one or more entities determined to be proximal to the location of the user.

- 13. (Currently Amended) The method of claim 1, further comprising determining which of the identified locations associated with of the entity is closest elosed to the location associated with the user.
- 14. (Currently Amended) The method of claim 1, further comprising ranking the identified locations associated with of the entity ascertained to be in proximity to the location associated with the user from closest to furthest from the location associated with the user.
- 15. (Currently Amended) A system for determining an address of an entity based on a user location, comprising:
- a) logic for receiving an utterance representative of an entity from a user;
- b) logic for recognizing the entity associated with the utterance using a speech recognition process;
- e) logic for determining a location associated with <u>a</u> the user; logic for receiving input associated with an entity from the user;

set of locations associated with the user.

- d) logic for performing a querying to identify a plurality of locations of the entity; and
- logic for ascertaining which of the identified locations of the entity are in proximity to the location associated with of the user; wherein the user is informed about the locations of the entity ascertained to be in proximity to the location associated with the user; wherein the user is informed audibly via a speech recognition portal about the locations of the entity ascertained to be in proximity to the location of the user; wherein the user is informed of at least one address associated with at least one of the locations of the entity ascertained to be in proximity to the location associated with the user; wherein the user is permitted to select the location associated with the user from a
- 16. (Cancelled)

17. (Cancelled)

- 18. (Currently Amended) A computer program product for <u>determining an address of</u>
 an entity based on a user location, comprising:
- a) computer code for receiving an utterance representative of an entity from a user;
- b) computer code for recognizing the entity associated with the utterance using a speech recognition process;
- e) computer code for determining a location associated with <u>a</u> the user; computer code for receiving input associated with an entity from the user;
- d) computer code for performing a querying to identify a plurality of locations of the entity; and
- computer code for ascertaining which of the identified locations of the entity are in proximity to the location associated with of the user; wherein the user is informed about the locations of the entity ascertained to be in proximity to the location associated with the user; wherein the user is informed audibly via a speech recognition portal about the locations of the entity ascertained to be in proximity to the location of the user; wherein the user is informed of at least one address associated with at least one of the locations of the entity ascertained to be in proximity to the location associated with the user;
 - wherein the user is permitted to select the location associated with the user from a set of locations associated with the user.

19. (Cancelled)

- 20. (Cancelled)
- 21. (New) The method as recited in claim 1, wherein an origin address is determined utilizing at least one of speech recognition and a global positioning system.
- 22. (New) The method as recited in claim 1, wherein the speech recognition portal utilizes a network.
- 23. (New) The method as recited in claim 1, wherein the entity is a destination name.
- 24. (New) The method as recited in claim 23, wherein the destination name includes a category.
- 25. (New) The method as recited in claim 23, wherein the destination name includes a brand name.
- 26. (New) The method as recited in claim 23, wherein a destination address is identified based on the destination name utilizing a database that includes addresses associated with at least one of business names, brand names, and goods and services.
- 27. (New) The method as recited in claim 26, wherein the database includes a categorization of the destination names.
- 28. (New) The method as recited in claim 1, further comprising receiving an utterance representative of the entity from the user.
- 29. (New) The method as recited in claim 28, further comprising recognizing the entity associated with the utterance using a speech recognition process.